



Federal Acquisition Service
Authorized Federal Supply Schedule Price List

Professional Services Schedule
Industrial Group: 00CORP



Stratacomm LLC
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Point of Contact:
Bill Buff
Managing Partner
bbuff@stratacomm.net

Contract Number: GS-23F-0070N

www.stratacomm.net

Business Size: SMALL BUSINESS

Contract Period: November 25, 2002 – November 24, 2017

Pricelist current through Modification PA-0032, dated October 12, 2016

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CUSTOMER INFORMATION

- 1a.** Table of Awarded Special Item Numbers:
 - SIN 541-1 (541-1RC) Advertising Services
 - SIN 541-2 (541-2RC) Public Relations Services
 - SIN 541-4A (541-4ARC) Market Research & Analysis Services
 - SIN 541-4B (SIN 541-4BRC) Video / Film Production Services
 - SIN 541-4C (SIN 541-4CRC) Exhibit Design & Implementation Services
 - SIN 541-5 (SIN 541-5RC) Integrated Marketing Services
 - SIN 541-1000 (SIN 541-1000RC) Other Direct Costs (ODC)
- 1b.** See GSA-approved rates listed on **Page 7**
- 1c.** See GSA-approved rates and labor category descriptions listed on **Page 13**
- 2.** Maximum Order: \$1,000,000
- 3.** Minimum order: \$100
- 4.** Geographic coverage (delivery area): Domestic
- 5.** Point(s) of production (city, county, and state, or foreign country): Washington, DC 20005 and Detroit, MI 48302
- 6.** Discount from list prices or statement of net prices: See GSA-approved rates later in document.
- 7.** Quantity discounts: 5% on single orders over \$50,000.
- 8.** Prompt Payment terms: N/A
- 9a.** Notification whether Government purchase cards are accepted at or below the micro-purchase threshold: Yes
- 9b.** Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: Yes
- 10.** Foreign items: Not applicable
- 11a.** Time of Delivery: To be negotiated at the task order level
- 11b.** Expedited delivery: Not applicable
- 11c.** Overnight and 2-day delivery: Both are available
- 11d.** Urgent Requirements: Agencies can contact the contact for Contract Administration to obtain faster delivery
- 12.** F.O.B point(s): Destination

- 13a.** Ordering address: Stratacomm LLC
Attn: Bill Buff, Managing Partner
1156 15th Street, NW
Suite 800
Washington, DC 20005
- 13b.** Ordering Procedures: For supplies and services, the ordering procedures, information on blanket purchase agreements (BPA's), and a sample BPA can be found at the GSA/FSS schedule homepage (fss.gsa.gov/schedules)
- 14.** Payment address(es): Stratacomm LLC
Attn: Meredythe Gray, Account Manager
1156 15th Street, NW
Suite 800
Washington, DC 20005
- 15.** Warranty provision: Not applicable
- 16.** Export packing charges: Not applicable
- 17.** Terms and conditions of Government purchase card acceptance (any thresholds above the micro purchase level): Not applicable
- 18.** Terms and conditions of rental, maintenance, and repair: Not applicable
- 19.** Terms and conditions of installation: Not applicable
- 20.** Terms and conditions of repair parts: Not applicable
- 20a.** Terms and conditions for any other services: Not applicable
- 21.** List of services and distribution points: Not applicable
- 22.** List of participating dealers: Not applicable
- 23.** Preventative maintenance- Not applicable
- 24a.** Special attributes such as environmental attributes: Not applicable
- 24b.** If applicable, Section 508 compliance information on Electronic and Information Technology (EIT) supplies and services and show where full details can be found:
Not Applicable
- 25.** Data Universal Number System (DUNS) number: 932697089
- 26.** Stratacomm LLC is registered in the System for Award Management under the DUNS above.

About Stratacomm

Stratacomm has a nearly two decade history of assisting a wide variety of government agencies in harnessing the power of communications to educate, persuade and motivate target audiences. Whether on the Federal, state or local level, a myriad of government clients count on us to deliver top-notch, full-service communications support.

Our firm works with government leaders to create and implement strategic communications campaigns that engage citizens, stakeholders, employees and other audiences. Whether we are working on small, short-term projects or large, multi-year campaigns, we provide outstanding value in exchange for the privilege of serving the public good through our government work.

Big-Agency Range, Small Business Focus

While offering the full-service performance of a large agency, Stratacomm is proud to keep a laser focus on the key to our success: Specialized attention on our clients' priorities and goals. As an independently owned and operated small business, government decision-makers can feel secure in knowing that we provide the full gamut of communications service offerings.

Keen Understanding of Government Communications

Because several Stratacomm partners have themselves served as government communicators, we have a firm grasp on how public affairs and outreach offices function. As a result, we are keenly adept at creating and implementing approaches that advance agencies' communications missions. Our roster of current and former government clients includes:

- U.S. Department of Energy
- U.S. Environmental Protection Administration
- Federal Railroad Administration
- National Highway Traffic Safety Administration
- Federal Motor Carrier Safety Administration
- U.S. Consumer Product Safety
- Defense Advanced Research Projects Agency
- National Cancer Institute
- National Renewable Energy Laboratory
- District of Columbia Department of Transportation

Since 2008, Stratacomm's work has been recognized with nearly three dozen major awards for services ranging from media relations, to website and video production, to creative

design and event logistics. The awards include the Telly, the Davey, the Communicator and the Sabre, as well as high honors from the Public Relations Society of America (PRSA) and its local chapters. We are particularly proud to have received the prestigious Silver Anvil award – PRSA’s top honor recognizing the very finest communications campaigns – for our work supporting the U.S. Department of Energy Solar Decathlon.

Stratacomm LLC - Price List:

SINs: 541-1, 541-4C, and 541-5

Rates include the 0.75% IFF

GSA Labor Category (Hourly)	DC GSA Rates
Principal	\$274.79
Executive Vice President	\$274.79
Senior Vice President	\$250.42
Vice President	\$231.14
Account Director	\$210.32
Account Supervisor	\$168.54
Senior Account Executive	\$149.28
Account Executive	\$123.17
Assistant Account Executive	\$105.95
Administrative Assistant	\$77.04
Intern	\$59.95
Creative Director	\$154.76
Jr. Creative Director	\$132.65
Senior Graphic Designer	\$119.38
Jr. Graphic Designer	\$110.54

The Service Contract Act (SCA) is applicable to this contract as it applies to the entire Professional Services Schedule (PSS) Schedule and all services provided.

While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and / or when the contractor adds SCA labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

SINs: 541-2, 541-4A, and 541-4B

Rates include the 0.75% IFF

GSA Labor Category (Hourly)	DC GSA Rates
Principal	\$274.79
Executive Vice President	\$274.79
Senior Vice President	\$250.42
Vice President	\$231.14
Account Director	\$210.32
Account Supervisor	\$168.54
Senior Account Executive	\$149.28
Account Executive	\$123.17
Assistant Account Executive	\$105.95
Administrative Assistant	\$77.04
Intern	\$59.95

SIN 541-1000 - Other Direct Costs

Other Direct Costs (ODCs) consist of those services and supplies (other than labor hours) often needed to complete a project under the schedule. The charges below provide a sample of the incidental items that could be appropriate for an assignment as ODCs.

Category	Price
Couriers	\$451.32
Graphic Design	\$43,744.89
Long distance	\$779.27
News monitoring	\$15,173.58
News wire services	\$5,928.28
Photocopies	\$2,451.46
Photography	\$1,751.54
Postage	\$605.58
Printing	\$26,515.43
Research	\$30,568.09
Video distribution	\$3,092.25
Video production	\$92,532.52
2-man Betacam-SP Crew	\$1,800.00/Day
Teleprompter (w/operator)	\$925.00/day
Lipstick Camera	\$500.00/day
Additional HMI Lighting	\$350.00/day
Betacam-SP Tape	\$35.00/tape
Video Transcription	\$5.50/ page
Video Dubbing to Audio Cassette	\$50.00/ hour

Video Transcription (without time code)	\$3.50/page
Facsimiles	\$0.50/page
Photocopies	\$0.10/page

Agency orders may alter the type, quality and timing of each component and thus result in a higher or lower price for specific requirements. Based on the specific task identified at the Task Order level, Stratacomm will propose other direct costs that accurately reflect the actual work required. Stratacomm will charge project-specific travel and per diem in accordance with the Federal Travel Regulation.

Stratacomm Advertising and Integrated Marketing Solutions Service Offerings and Capabilities

Stratacomm has professionals skilled in the fields of public affairs, marketing communications, media, advertising and public outreach. We provide strategic and cost-effective implementation support based on our clients' specific needs.

541 1: Advertising Services

- Advertising objective determination
- Message development
- Media selection, planning and placement services
- Outdoor marketing and media services
- Broadcast media (Radio, TV and Public Service Announcements)
- Search Engine Marketing
- Online and Banner Advertising
- Direct mail services
- Advertising evaluation
- Related activities to advertising services

541 2: Public Relations Services

- Developing and executing earned media programs
- Conducting press conferences
- Producing public and private events
- Scheduling broadcast, print or online interviews
- Drafting and designing educational materials
- Social media outreach and community management
- Crisis communications
- Media training
- Media alerts and tracking services
- Digital Strategy and Social Media Monitoring
- Website Design & Development and Support

541 4A: Market Research and Analysis Services

- Conducting in-person and online focus groups, individual interviews, preparing/distributing and analyzing surveys
- Establishing measurable marketing objectives; determining market trends and conditions; identifying and implementing appropriate strategies
- Developing strategic marketing plans
- Branding initiatives
- Creating public awareness of products, services, and issues
- Targeting market identification and analysis
- Establishing call centers (in relation to services provided under this schedule)

541 4B Video/Film Production Services

- Writing
- Directing
- Shooting (studio or location)
- Arranging for talent / animation
- Narration
- Music and sound effects
- Editing
- Duplication
- Distribution

541 4C: Exhibit Design and Implementation Services

- Conceptualizing, designing and producing exhibits and their accompanying materials
- Producing exhibits and their accompanying materials
- Cleaning, prepping, and storing exhibit property for future use
- Shipping exhibit property to and from designated site(s)

541 5: Integrated Marketing Services

Services under this SIN provide comprehensive solutions using strategically targeted marketing tactics that include full service execution of media planning and creative multimedia campaigns. These comprehensive solutions encompass services within: 541-1 Advertising, 541-2 Public Relations, 541-3 Web Based Marketing, and 541-4 Specialized Marketing. SIN 541-5 may not be used to fulfill individual requirements that are covered separately by other SINs in this Schedule. SIN 541-5 may only be used to fulfill comprehensive agency requirements that span multiple service offerings from the Schedule.

Labor Category Descriptions

The labor category guidelines in our Price list describe the functional responsibilities and general education and experience associated with each labor category. These definitions are a guide to the types of experience and educational background of typical personnel in each labor category.

Education and experience may be substituted for each other. Each year of experience may be substituted for 1 year of education, and vice versa. In addition, certifications, professional licenses, and vocational technical training may be substituted for experience and education.

Labor Category	Minimum Education/Training & Experience	Description
Principal	Principals generally have 20 or more years of specialized industry experience	Principals have ultimate responsibility for the work of the company and are able to contract with government agencies. Responsible for overseeing the overall management structure, and set and evaluate performance standards.
Executive Vice President	Bachelor's Degree and 15 years of experience is required.	Provides senior level counsel and co-manages project teams in support of client projects. May perform other Duties as assigned by Principal or Client.
Senior Vice President	Senior Vice President generally have a BA/BS and approximately 10 years of experience	Provides management to programs. Responsible for maintaining project management structure and evaluating overall performance with Client.
Vice President	Vice President has a BA/BS and approximately 8 to 10 years of experience	Leads overall project team. Develops the project area of expertise, directs and manages work processes, products, and services. Meets with client regularly to ensure work meets/exceeds client objectives.

Labor Category	Minimum Education/Training & Experience	Description
Account Director	Account Director has a BA/BS and approximately 5 to 10 years of experience	Directs planning and execution of client programs to meet Client Project objectives. Supervises staff regarding client programs and objectives
Account Supervisor	Account Supervisor has a BA/BS and approximately 3 to 7 years of experience	Provides Industry expertise and processes. Will assist in developing plans and materials. Leads meetings with client to maintain project and client objectives.
Senior Account Executive	SAE has a BA/BS and approximately 2 to 4 years of experience	Serves clients by writing articles and releases, and develops communications plans for client review. Capable of executing plans, managing discrete projects and analyzing results with limited supervision.
Account Executive (AE)	AE has a BA/BS and approximately 1 to 3 years of experience	Works with clients and delegating work to AAEs and interns. Demonstrates solid research options and sources of information and will also be able to provide analysis of news and trends to clients.
Assistant Account Executive (AAE)	AAE generally has a BA/BS and is entry level to 1 year of experience	Provides client service by application of basic media skills. The assistant account executive will have writing and oral presentation skills, and will be able to write news releases and fact sheets.
Account Coordinator (same as Administrative Assistant)	Account Coordinator is entry level and generally has a BA/BS or equivalent. Five (5) years of general experience is equivalent to a BA/BS.	Provides administrative and clerical support to account teams. Assists in word processing, filing, data entry and any other tasks that support a project. An AC has a working understanding of the public relations business.
Intern	Intern is working toward under-graduate or has a BA/BS. No experience is required.	Provides administrative support to account teams. Interns are required to demonstrate basic office skills including use of computer, Internet, and business software; good oral and written communications.

Labor Category	Minimum Education/Training & Experience	Description
Creative Director	Creative Directors generally have a BA/BS and approximately 6 to 10 years of experience. Three (3) years of specialized experience is required. With a Master's Degree, no specialized experience is required.	Leads staff or acts as independent lead for customer driven design needs. Provides consultation and guidance on complex design and implementation issues. May perform other duties as assigned.
Junior Creative Director	BA/BS or equivalent. Five (5) years general experience is equivalent to a BA/BS. With a Master degree, no experience is required.	Participates in the creative process serving the needs of the client. Serve as a counselor to client secondary to senior staff. May perform other duties as assigned.
Senior Graphic Designer	Senior Graphic Designers generally have BA/BS or equivalent. Five (5) years of general experience is equivalent to a BA/BS. Five (5) years of specialized experience is required.	Assists as day-to-day project leader and in counseling clients. Creates and designs illustrations utilizing complex computer software packages. Capable of leading staff as appropriate. May perform other duties as assigned.
Junior Graphic Designer	Junior Graphic Designers generally have BA/BS or equivalent. Five (5) years of general experience is equivalent to a BA/BS. With a Master's Degree, no experience is required.	Creates and designs illustrations, including but not limited to web graphics, collateral graphics, & trade booth graphics utilizing complex computer software packages. May perform other duties as assigned.

Experience Equivalencies

Degree	Experience Equivalence
Associates	High School Diploma + 1 year in communications related field
Bachelors	Associate's degree + 2 years relevant experience; or 4 years relevant experience
Masters	Bachelor's degree + 2 years relevant experience; or Associate's degree + 4 years relevant experience
Doctorate	Master's degree + 2 years relevant experience; or Bachelor's degree + 4 years relevant experience